

TARGET YOUR MARKET

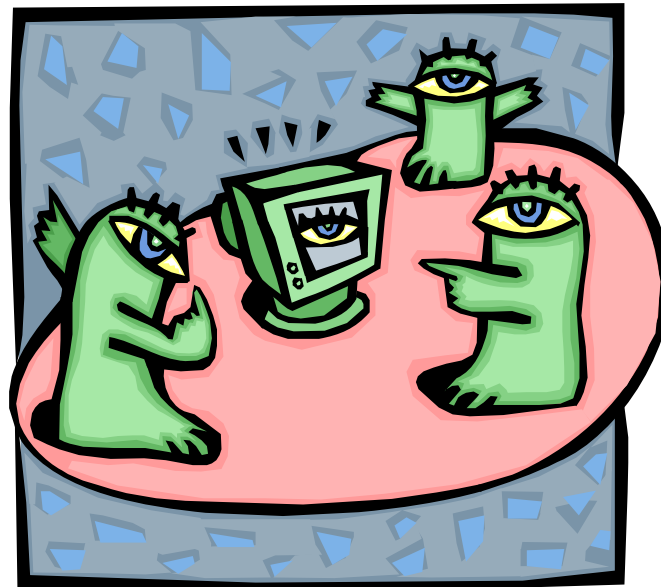


Marketing Defined

Marketing includes communication of products and services to selected audiences.

Marketing is...

- A continuous process
- Communication
- Concise

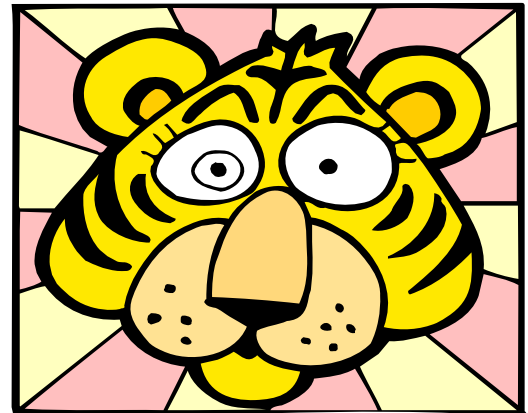


Marketing Concepts

- Merchandising
- Promotion
- Public Relations
- Advertising

Marketing Activity Plans

- Assists in organizing the marketing project
- Establish a goal
- Identify the target audience
- Decide on the objective
- Determine the message
- Evaluate success



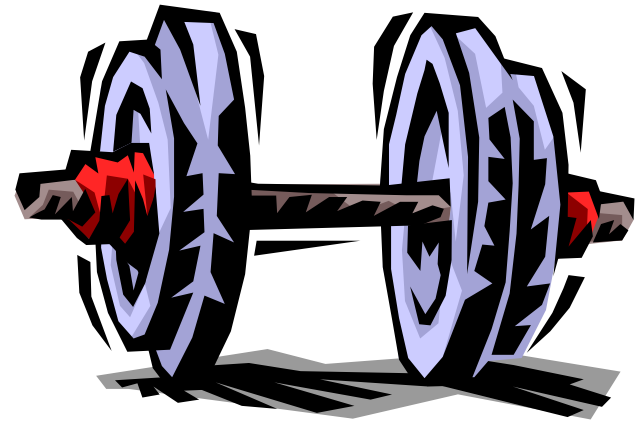


Target Audiences

- Students and adults who currently eat in the cafeteria
- Students and adults who do not currently eat in the cafeteria...but could
- Administrators, teachers, parents and others who influence

Identify Strengths & Weaknesses

- Are employees proud?
- Can we deliver?
- Are we supported?
- Do we pass the test?



Ask these Questions to Help Develop Objectives & Messages

- What do you want your audience to do?
 - Do you want to establish a Healthy School Environment?
 - Do you want students and faculty to eat more healthy foods?
 - Do you want more students to participate?
 - Would you like to serve more faculty?
 - Do you want to expand your breakfast program?

Communication is...

The means through which people exchange feelings and ideas with one another and make themselves understood by others.

Forms of Communication

- Writing in a diary
- Watching television
- Talking with family, friends and colleagues
- Speaking on the telephone
- Reading a menu

Successful Communication

Is a two-way process



Communicating for Clarity

“What you heard me say is not what I said!”

Sample Benefits

- Healthy, tasty foods
- Variety and choice
- Safe environment, convenient and economical
- Alert students, improved performance
- Higher daily attendance, improved behavior

Build Messages from Benefits

- Student Benefits:

- Healthy food
- Variety
- Choice
- Food that tastes great

- Student Messages:

- Eat to Compete
- Fun, Fast Food
- The Choice is Yours!
- We Serve What You Want!

Build Messages from Benefits

- Parent Benefits:
 - Safe environment
 - Convenient
 - Economical
 - Healthy
- Parent Messages:
 - Supervised environment
 - Let us do the cooking
 - The best deal in town
 - Nutritious meals

Sample Goal

- To increase student consumption of fiber by 20% between September 15 and November 30.





Sample Goals

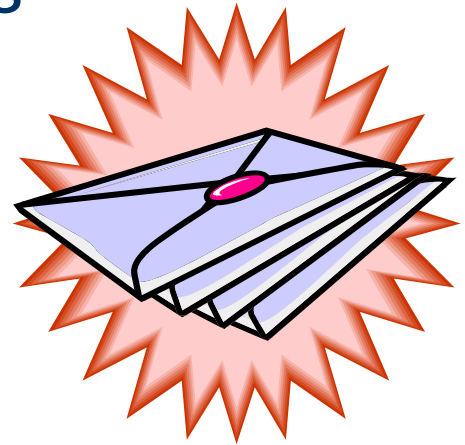
- Decrease student and faculty consumption of soda by 10% between October 1 and December 31.
- Increase grade 5 student consumption of fruits and vegetables by 25 % during the 2002-2003 school year.

Support Networks for Your Marketing Plans

- Principal
- District director
- School health committee
- Community organization leaders
- Parents

Methods for Communicating

- Presentations
- Meetings
- Newsletters, letters, phone calls
- Written reports
- Classroom visits



Tactics

Methods for reaching an end result of an objective

Examples of Marketing Tactics

- Changes in menu
- Fruit / vegetable taste testing
- Assisting teachers in developing a module on fiber.
- Cafeteria displays
- Newsletter to parents, teachers and administrators

Materials Needed

- What “stuff” will you need to carry out the project?
 - Food products
 - Marketing materials
 - Table tents, signs, etc.

Staff Involvement

- Don't plan to go it alone.
- What staff need to be involved for success?
 - Food preparers
 - Cashiers
 - Head cook
 - Custodians

Start Date

- Decide on a realistic date for beginning each tactic.

Completion Date

- When can you realistically complete each step of the project?

Evaluation--Questions To Ask

- How are we doing?
- Are things working...why/why not?
- Are revisions needed?

Evaluation Tools

- Cash register receipts
- Daily participation records
- Computer reports
- Daily record of income
- Reimbursement claim forms
- Monthly profit/loss statement
- Solicited/unsolicited comments



Feedback is Important for...

- You and your staff
- Administrators, teachers, school board members and others
- Good two-way communication

Feedback Helps You

- Analyze progress and changes needed
- Justify marketing plans
- Provide evidence for needed funds
- Record activities for future use
- Provide assistance to others
- Reinforce staff

Ways to *Get* Feedback

- Surveys
- Interviews
- Conversations
- Observations



Budget

- Donations
- Bequests
- Money on hand
- District funds



Being More Effective in Getting Results

- Pledge yourself to excellence
- Never assume anything
- Don't be afraid to act
- Never forget implementation
- Do not cut corners
- Do your homework



More Ways to Be Effective

- Control your schedule
- Set aside time to think
- Set aside time to plan
- Be prepared to work hard
- Be respectful of people
- Be careful
- Keep lists
- Keep your perspective

